



GRAND OPENING—Formal opening of the spacious new store of the S. C. Coleman Furniture Co. at 1630 Pacific Coast Highway, Hermosa Beach, will be held starting today. Owner Samuel Coleman, conferring at left with his son, Charles, said that although the firm has been established here for the past decade, the new store will be larger and better than ever before.



The firm offers one of the largest selections of fine home furnishings, carpeting, nationally advertised and custom bedding, wallpaper, drapery, upholstery, lamps and accessories. There will be ample choice of America's most distinguished cherry and maple, French provincial, traditional and contemporary furniture. Coleman points out that customers may call on the experienced staff for ideas in interior decorating, as a special service.

Marineland Site of 'Mardi Gras' Fashion Show

Spring and summer styles will be previewed when Las Madrecitas presents its third annual luncheon fashion show, "Mardi Gras in Fashion," on Feb. 10, at Marineland Restaurant.

Headed by Mrs. Joseph Rohlinger assisted by Mrs. David Levine. Other chairmen include the Mmes. V. K. Anderson, Louis F. Lanzer, Harold D. Leslie, Jr., Charles C. Macpherson, John S. McKenna, Malcolm Richland and Bruce Swauger. Donation is \$4.50 per person. Reservations may be made by contacting Mrs. Lanzer at FR 8-1491. Styles are by Lanz. Hostesses include Mmes. Anderson, Lowell Klatscher, Glen Kiehmesselink, Leslie, Levine, Rohlinger, and George Savage.

IT'S PLAIN KRAZY... THESE PRICES!

We've Blown Our Cork. Yes! You'll simply "Lose Your Mind" when you see how drastically our prices have been slashed! We must reduce our inventory.

- CONSOLES AND LOW-BOYS**
- SYLVANIA 21"**
Reg. \$229.95—Save \$83.95
Sale Price **\$146**
- Admiral Maple 21"**
Regular \$399.95
Save \$125
Sale Price **\$274.95**
- ZENITH CONSOLE 21"**
Slashed to **\$243.00**
- G.E. LOW-BOY**
Regular \$349.95
Save \$106.45
\$243.50
- HOTPOINT LOW-BOY**
Regular \$329.95
Save \$104.95
\$225.00

WE'RE OVERSTOCKED

PORTABLE T-V SALE!

Save up to \$70.00

On These Brand New Models!

- PHILCO SEVENTEENER **\$134.00**
- HOTPOINT 17" **\$162.00**
- ZENITH 17" With Antenna **\$165.00**
- MANY OTHER PORTABLE from **\$119.95** up

- ### RECONDITIONED TV'S
- 21" Combo Console **\$89.95***
 - 17" Westinghouse Table Model (Sold) **\$59.95***
 - 17" Philco Console **\$59.95***
 - 17" Packard-Bell **\$55.95***
 - 17" Admiral Table Model **\$54.95***
 - 17" Table Model **\$29.95**
 - 16" RCA Table Model **\$32.95**
 - 7" Table Model TV **SET SOLD \$12.95**
- *Buy these for less than service. 90-Day all small parts guarantee. 1 year picture tube guarantee.

MARTIN'S

22782 Hawthorne Blvd.
South of Old Sepulveda

DISCOVER NEW VALUES

FR 5-6996
FR 5-9577

Open Monday and Friday 9 to 9
Other Days 9:30 to 6:30

• MARTIN'S
• Bekins
Lomita Blvd.

Torrance Goal of \$8500 Set in Red Cross Fund Campaign

A goal of \$8500 was announced this week by Ivar O. Hanson as Torrance's share of the \$3,569,423, being sought for the 1959 operation of the American Red Cross in the Los Angeles area. Hanson who is volunteer chairman for the Red Cross Fund campaign in the southern region emphasized that this is approximately the amount that was raised in the fund drive here last week. He also pointed out that in 1958 demands upon the Red Cross in this area have been heavier than ever, averaging a call for help every three minutes and that the reserves accumulated during the war years, which have enabled the Red Cross to carry on in its traditional services without any cut-backs, are now gone, making it imperative to consider the 1959 goal as an absolute minimum. Stanley Remelmeier, who is chairman of the Fund campaign in Torrance this year says that the local goal of \$8,500, will be divided \$4500, for residential; \$2500, for commerce and industry and \$1500, for business. Remelmeier who is also serving as residential chairman said that four or five hundred volunteers are being recruited for the intensive one-day drive which is being co-ordinated with the plans of the Los Angeles Red Cross chapter to cover the entire area in a few hours Monday morning, March 9th which has been designated as Red Cross Day.

Give Her Fancy HEART-BOX CHOCOLATES

The exciting taste thrill of delicious chocolates express better than words the love you bear her! Choose from our beautiful assortment of fancy heart boxes... all sizes... popular prices!

HARRIET CLARK
1.49 Pound Heart Box
88¢

MYERSON
89c Half-Pound Heart Box
57¢

Delicious Heart-Box Chocolates By **ITMAN-BEAUDRY-HOFFMAN MYERSON or BRACH**
Beautiful One-to-Five-Pound Heart Boxes

VALENTINE CARDS

Dual Valentines from 5c up

Packed in Book	40 Valentines	29¢
With Envelopes	32 Cut-Outs	39¢
Assortment with Envelopes	32 Valentines	39¢
Assortment with Envelopes	25 Valentines	29¢

GIFTS for HIM

"OLD SPICE"

After Shave Lotion	1.00*
Pressurized Smooth Shave	1.00*
Pre-Electric Shave Lotion	1.00*

Men and Boys **Leather Belts**
Values to 2.00 **88¢**

Valentine TIES
Values to 1.50 **88¢**

REG. 98c
Sheer Flattering **SEAMLESS NYLONS**
Demi-toe-nude-heel or reinforced-toe-and-heel... all sizes shades... sale priced!

2 \$1.49 PR.

BEST BUYS

REGULAR 1.50
TWEED COLOGNE
by Lentheric

99¢

LOWEST PRICES

5.00 VALUE
Genuine Leather **AMITY BILLFOLDS**
Handsome billfolds that hold more. Styles for men and women. A gift long appreciated nationally advertised... quality unexcelled.

\$3.79

SAVE HERE

200% longer life than ordinary mufflers... yet

Firestone MUFFLERS

Cost as little as **888**

Longer lasting Firestone Mufflers are zinc and aluminum coated to combat internal corrosion. Double-welded interlocking seams. Super-quiet, super-safe.

FREE MUFFLER INSPECTION
at Your Neighborhood Firestone Store

LET'S TRADE TIRES

we'll give you from **\$13.26** UP TO **23.00**

(depending on size and condition)

FOR YOUR 2 RECAPPABLE TIRES TRADE-IN ALLOWANCE
when you purchase a pair of new **Firestone NYLON "500" TIRES**

Trade danger for safety...inconvenience and expense for long, trouble-free mileage! We sure make it easy...your trade-in tires make the down payment, balance on easy Firestone pay-day terms.

Firestone

Corner Marcelina and Cravens
Downtown Torrance FA 8-7861

• COMPTON—415 W. Compton Blvd.
• TORRANCE—1327 El Prado
• LOMITA—Coast Hiway at Western

Prices Advertised in Effect Through Saturday, February 14
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MCCOWN Drug Stores